

## **Annotation of bachelor thesis**

**Title of thesis:** Popularity of floorball in the Czech Republic

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**Subject of study:** Sports management

**Head of the thesis:** PhDr. Vladimír Janák CSc.

**Number of pages:** 70

**Number of enclosures:** 1

**Year of the Oral defence:** 2011

**Methodics:** electronic questioning, analyse, evaluation and interpretation of facts

### **Key words:**

Popularity, history and development of floorball, marketing research, electronic questioning, floorball at schools, popularity of floorball

### **Summary:**

The bachelor thesis is about the research of popularity of floorball in the Czech Republic especially among rising generation and also about awareness and knowledge of this sport. In the first part there is introduced genesis and development of floorball in the world and in the Czech Republic. There is described in more detail the process of marketing research. The other part presents results achieved by electronic questioning.